INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh dari faktor-faktor *Servicescape*, *Perceived Value*, *Image, Pleasure,* terhadap *Behavioral Intention* pada hotel bintang 4 di Surabaya. Pada penelitian sebelumnya masih relevan digunakan pada saat ini. Objek yang diambil adalah hotel bintang 4 di Surabaya.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 150 responden yang pernah berkunjung pada hotel bintang 4 di Surabaya, pernah menggunakan fasilitas yang ada di hotel, dan pernah mengunjungi hotel bintang 4 di kota lain. Teknik pengambilan sampel penelitian ini adalah *convenience sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *Analisis of moment structures* (AMOS 22).

Hasil penenlitian ini menunjukkan bahwa adanya pengaruh yang signifikan yaitu antara *Servicescape* terhadap *Perceived Value*, *Servicescape* terhadap *Image*, *Servicescape* terhadap *pleasure*, *Perceived Value* terhadap *Pleasure*, *Perceived Value* terhadap *Behavioral Intention, Image* terhadap *Pleasure, Image* terhadap *Behavioral Intention*, *Pleasure* terhadap *Behavioral Intention.*

Kata kunci: *Servicescape*, *Perceived Value, Image*, *pleasure*, *Behavioral Intention*

ABSTRACT

This study aims to determine and analyze the influence of the factors Servicescape, Perceived Value, Image, Pleasure, to Behavioral Intention at 4 star hotels in Surabaya. In the previous study is still relevant to be used at this time. The object taken is a 4 star hotel in Surabaya.

The data used in this study is the primary data obtained from the distribution of questionnaires. Respondents in this study were 150 respondents who had visited the 4 star hotel in Surabaya, had used the facilities at the hotel, and had visited 4 star hotels in other cities. The sampling technique of this research is convenience sampling. This study uses a quantitative approach with statistical testing. The test was performed using Structural Equation Modeling (SEM) method with the help of Analysis of moment structures (AMOS 22).

The results of this study indicate that there is a significant relationship between Servicescape to Perceived Value, Servicescape to Image, Servicescape to pleasure, Perceived Value to Pleasure, Perceived Value to Behavioral Intention, Image to Pleasure, Image to Behavioral Intention, Pleasure to Behavioral Intention.

Keywords: Servicescape, Perceived Value, Image, Pleasure, Behavioral Intention